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IN THE CLAIMS:

Please cancel claims 24-37, amend claim 38, and add new claims 47-57 as shown in the attached sheet(s).

REPLACEMENT CLAIMS

~~Please substitute the following claims for the pending claims with the same number.~~

e1

~~38. (Amended) A computer implemented incentive program for encouraging certain participant actions, the program comprising:~~

- ~~a plurality of participants;~~
- ~~a participant ID associated with each participant;~~
- ~~a redemption rate associated with each participant ID;~~
- ~~a first reward program under which participants may earn points for certain actions wherein a point total is associated with each participant;~~
- ~~a second reward program through which the redemption rate associated with a particular participant is adjusted in response to certain action by that participant; and~~
- ~~wherein the redemption rate associated with each participant ID determines a value of the point total associated with that participant pursuant to the first reward program.~~

e2

~~47. (New) A method of incenting participant action by participants in a first incentive program pursuant to which participants earn points, and a record of the point total for each participant in the program is maintained, the point total reflecting the points earned by the participant pursuant to the first program, the method comprising:~~

- ~~allowing participants in the first incentive program to participate in a second incentive program pursuant to which participants in the second program are assigned a redemption rate and the redemption rate assigned to each participant is adjusted in response to participant action and~~

wherein the redemption rate associated with a participant determines the redemption value of the point total associated with that participant such that the redemption value for two participants having an identical point total can be different as a consequence of participant action in the second program.

48. (New) The method of Claim 47, wherein records are maintained that allow one to determine, for each participant:

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Base Points Earned (BP), indicative of the number of points earned for a Participant Action (PA) pursuant to the first incentive program;

Redemption Rate (RR), which is the value of the redemption rate associated with the participant pursuant to the second incentive program; and

Program Points (PP), which is the total points earned under the second incentive program. *E*

49. (New) The method of Claim 48, wherein the second incentive program is a continuous redemption system wherein base points are converted into program points as they are earned by reference to the redemption rate in effect at the time of the participant action for which the points were earned.

50. (New) The method of Claim 48, wherein the second incentive program is a periodic redemption system wherein base points are converted into program points at the end of a predetermined period by reference to the redemption rate in effect at the end of the period.

51. (New) The method of Claim 48, wherein the second incentive program is a redemption on demand system wherein base points are converted into program points only upon the participant's demand by reference to the redemption rate in effect at the time of demand.

52. (New) The method of Claim 47, wherein at least some of the participant redemption rates are non-whole number values.

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53. (New) The method of Claim 47, wherein a base redemption rate is associated with each participant and the base redemption rate is not the same for all participants and at least some of the base redemption rates are non-whole number values.

54. (New) The method of Claim 47, wherein the first reward program is a rebate program under which participants earn points for certain purchases and the second reward program is a variable redemption rate program through which the cash value redemption rate associated with a particular participant is adjusted in response to certain participant action.

55. (New) A method of providing an incentive for participant action by participants in a game pursuant to which participants earn points, and a record of the game point total for each participant in the program is maintained, the game point total reflecting the points earned by the participant playing the game, the method comprising:

providing an incentive program pursuant to which participants in the incentive program are assigned a redemption rate and the redemption rate assigned to each participant is adjusted in

response to participant action and wherein the redemption rate associated with a participant determines the redemption value of the game point total associated with that participant such that the redemption value for two participants having an identical game point total can be different as a consequence of participant action in the incentive program.

56. (New) The method of Claim 55, wherein the game is a casino game and the incentive program is used to encourage the participants layer to play frequently, and comprising providing a timer that determines whether a predetermined time period has elapsed between consecutive play of the casino game and wherein:

if the player has a positive credit winnings balance, the redemption rate is increased by predetermined amount every time the player plays within the predetermined time period;

if the player has a negative credit winnings balance then the redemption rate is decreased by predetermined amount every time the player plays within the predetermined time period;

if the player has a positive credit winnings balance, the redemption rate is decreased by predetermined amount whenever the predetermined time period interval has passed without the player playing; and

if the player has a negative credit winnings balance then the redemption rate is increased by predetermined amount whenever the predetermined time period interval has passed without the player playing.

57. (New) The method of Claim 55, wherein the game is a casino game and the incentive program is used to provide an auxiliary game that provides at least one of the following features:

02
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player that has a net positive balance can place an auxiliary bet that, if won, results in increasing the redemption value of the positive balance at the risk of dramatically reducing the value of the positive balance; and

a player that has a negative balance can place an auxiliary bet that if won reduces the redemption value of the negative balance would be reduced at the risk of increasing the redemption value of the negative balance.
